FSC-119-B	7/22/97	PARTIAL DISTRIBUTION
SUBJECT: WINSTON Cup: 1) Road Show "Kick in the Asphalt Tour" 2) Retail Personal Selling		

DISTRIBUTION:

X AVP	X KAM	X DM
X RSM	X AM	X RM
X RBM	X AE	___ Sales Rep
X ROM		___ Retail Rep

11	___	21	x	51	x	62	x
12	x	22	x	54	x	63	___
13	x	23	___	56	___	66	___
16	___	26	x	58	x	67	x
17	___	29	x			69	x
18	___						

(Please distribute to Sales and Retail Representatives as applicable.)

The retail use of SME showcars and simulators has proven to be a popular and effective tool in generating traffic and incremental business for both the retailer and RJR. In conjunction with the upcoming August WINSTON launch, the Brand and SME Operations has developed an exciting new trial generating program including:

- The WINSTON Cup Road Show "Kick in the Asphalt Tour"
- Retail Personal Selling

Details of these programs are as follows:

1. The WINSTON Cup Road Show "Kick in the Asphalt Tour"

Purpose - Leverage brand positioning in addition to broadening consumer exposure to the NASCAR/WINSTON Cup racing series in major metropolitan markets. The NASCAR/WINSTON Cup racing series is the fastest growing professional sporting event in the United States.

The WINSTON Cup Road Show is a brand-leveraging event that is featured at local venues such as bars, clubs, festivals and fairs in each market. The Road Show consists of the following:

- Blue Miller and "The Kick in the Asphalt Band." Their performance includes selections from the Kick in the Asphalt CD in addition to a variety of other popular selections.
- Rolling Thunder Theater - This mobile unit is equipped with video equipment, screen and seating capacity for up to 30 people.
- WINSTON Cup showcar and simulator.
- Consumer Personal Selling.

All Road Show at event activities will be handled by SME Operations and Group III Promotions, Inc. There will be no Field Sales involvement.

2. Retail Personal Selling

Purpose - Achieve one-on-one communication regarding the WINSTON "No Bull" proposition to both competitive and franchise smokers at retail. Personal Selling was critical in heightening the awareness in the Florida test market.

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Source: https://www.industrydocuments.ucsf.edu/docs/zfny0000

Retail Personal Selling in 270-360 outlets per market will be conducted by Group III Promotions, Inc. Accounts will be identified and scheduled by Field Sales. Group III is an outside agency who will be responsible for hiring and training Personal Selling agents prior to each scheduled market event. Consumer contact in each retail location will include:

- Communicating the WINSTON "No Bull," no additives and 100% tobacco proposition to consumers.
- A Buy 1 Get 2 Free Coupon
- A Give-Away Packet containing:
  - Thunder Theater Video
  - Kick in the Asphalt CD
  - Team WINSTON Racing Application
- Communicating the locations of the WINSTON Cup Road Show event within the market and free admission tickets for the consumer and three friends.

Field Sales will also have the use of the showcar and simulator in a limited number of these same outlets.

Scheduling:

- Personal Selling

  Days/Hours: Monday - Sunday 11:30 a.m. - 2:30 p.m. and 3:30 p.m. - 6:30 p.m.
  Group III Promotions, Inc. will supply 15 Personal Selling agents per market. Each agent will contact two stores per day within the specified retail execution timeframe by market (see Attachment A).

- Simulator/Showcar

  The simulator and showcar should be scheduled for one location per day for no more than six hours per location due to transporting, set-up time and the use of these properties in conjunction with the Road Show. Units can be scheduled individually or together at each outlet based on the schedule by market (Attachment E).

Unit	Space Requirements	Seating Capacity
Simulator	30' x 40'	12 per ride - 140-150 people per hour
Showcar	10' x 20'	N/A

Field Sales Involvement:

1. Personal Selling Outlets - Identify 270-360 as specified by market on Attachment A.
   - Clean, high volume pack partners.
   - Must accept coupons.
   - Must have adequate new graphic WINSTON product in inventory to support Personal Selling activities.
   - Must be located at least 500 feet away from youth activities, schools and college campuses.
   - Identified stores must be located within a 100 mile radius from the center of one metro area.
   - Check local ordinances regarding cigarette promotional activities.
2. Obtain approval from store managers/chain buyers for the program and schedule time and dates of Personal Selling and simulator/showcar activities.

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Source: https://www.industrydocuments.ucsf.edu/docs/zfny0000

3. Return list of scheduled Personal Selling/simulator and showcar outlets (Attachments B, C and D) at least two weeks prior to your market's execution dates to the attention of:

Group III Promotions, Inc.
2000 N. Racine, Suite 2140
Chicago, IL 60614
Fax #: 773/529-3460
Phone #: 773/529-8500
Attention: Carissa Macellaio

Personal Selling Schedule: Attachments B and C
Simulator/Showcar Reservation Form: Attachment D
Simulator/Showcar Schedule by Market: Attachment E

4. During the week of 7/28/97, each ROU will be shipped sufficient quantities of the following color photos to distribute as presentation materials:

- WINSTON Cup Road Show Banner (at event materials)
- The Kick in the Asphalt Band (at event)
- Simulator and Showcar Announcement Paster (retail materials)
- WINSTON Cup Road Show Announcement Paster (retail materials)

At-event material will be placed during Road Show activities by Group III Promotions, Inc. Retail pasters will be placed by Personal Selling agents during their visits to scheduled retail outlets.

5. Group III Promotions will contact RJR personnel and each retail outlet two weeks prior to scheduled activities to:

- Verify store list, time and dates.
- Verify space requirements at retail.
- Double check local ordinances.

Program Contacts: Floyd Cook, Sales Planning, extension #3466
Group III Promotions, Inc., Carissa Macellaio, 773/529-8500
Your Region Operations Manager

R. J. REYNOLDS TOBACCO COMPANY

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ttachment A

Execution Dates by Market

Market	Region	① Retail Execution Dates	Number of Days	② Number of Stores	③ WINSTON Cup Road Show Execution Dates	Number of Days
Chicago	6200	Monday, July 28 through Friday, August 9	9	270	Monday, July 28 through Saturday, August 9	9
Detroit	6700	Monday, August 4 through Friday, August 16	12	360	Monday, August 4 through Saturday, August 16	12
Nashville	6900	Monday, August 11 through Friday, August 23	12	360	Monday, August 11 through Saturday, August 23	12
Myrtle Beach	2100	Monday, August 18 through Friday, August 30	12	360	Monday, August 18 through Saturday, August 30	12
Richmond	2900	Monday, August 25 through Friday, September 6	12	360	Monday, August 25 through Saturday, September 6	12
New Jersey	1200	Monday, September 1 through Friday, September 15	9	270	Monday, September 1 through Saturday, September 15	9
Philadelphia	1300	Monday, September 8 through Friday, September 20	12	360	Monday, September 8 through Saturday, September 20	12
Raleigh/Durham	2100	Friday, September 19 through Friday, September 28	9	270	Friday, September 19 through Saturday, September 28	9
Charlotte	2100	Monday, September 22 through Friday, October 4	12	360	Monday, September 22 through Saturday, October 4	12
Atlanta	2200	Monday, September 29 through Friday, October 11	12	360	Monday, September 29 through Saturday, October 11	12
Dallas	2600	Monday, October 6 through Friday, October 18	12	360	Monday, October 6 through Saturday, October 18	12
San Antonio	5800	Friday, October 17 through Friday, October 25	9	270	Friday, October 17 through Saturday, October 25	9
Phoenix	5800	Monday, October 20 through Friday, November 1	12	360	Monday, October 20 through Saturday, November 1	12
Los Angeles	5400	Monday, October 27 through Friday, November 8	12	360	Monday, October 27 through Saturday, November 8	12
San Francisco	5100	Friday, November 7 through Friday, November 15	9	270	Friday, November 7 through Saturday, November 15	9
Las Vegas	5100	Monday, November 10 through Friday, November 22	12	360	Monday, November 10 through Saturday, November 22	12
St. Louis	6900	Friday, November 21 through Friday, November 29	9	270	Friday, November 21 through Saturday, November 29	9
New Jersey	1200	Monday, November 24 through Friday, December 6	12	360	Monday, November 24 through Saturday, December 6	12

NOTES:

1) Retail execution dates are to be scheduled by Field Sales.
2) The number of stores are based on 15 Personal Selling agents contacting two stores per day within the scheduled retail execution dates for each market.
3) Group III Promotions, Inc. and SME Operations will schedule the WINSTON Cup Road Show event activities in local bars, clubs, festivals and fairs (no Field Sales involvement).

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Source: https://www.industrydocuments.ucsf.edu/docs/zfny0000

Attachment B

WINSTON Personal Selling Schedule (Week 1)

Directions:

1. *Assign one store or two stores per day in the slots allotted.*
2. *Fax or mail at least two weeks prior to market execution dates.*
3. *Made additional copies as needed.*

Return to: ***Group III Promotions, Inc.***
Attention: Carissa Macellaio
Phone: 773/529-8500
Fax: 773/529-3460

Division:_____
Region:_____
Market:_____

Agent	Date	Time	Store Name	Complete Store Address (Include City, State and Zip Code)	Store Phone Number (Include Area Code)	Contact Name(s)	RJR Contact
1.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
2.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
3.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
4.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
5.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
6.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
7.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
8.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
9.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
10.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
11.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
12.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
13.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
14.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
15.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					

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Source: https://www.industrydocuments.ucsf.edu/docs/zfny0000

ttachment C

WINSTON Personal Selling Schedule (Week 2)

Directions:

1. Assign one store or two stores per day in the slots allotted.
2. Fax or mail at least two weeks prior to market execution dates.
3. Make additional copies as needed.

Return to: Group III Promotions, Inc.
Attention: Carissa Macellaio
Phone: 773/529-8500
Fax: 773/529-3460

Division:_____
Region:_____
Market:_____

Agent	Date	Time	Store Name	Complete Store Address (Include City, State and Zip Code)	Store Phone Number (Include Area Code)	Contact Name(s)	RJR Contact
1.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
2.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
3.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
4.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
5.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
6.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
7.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
8.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
9.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
10.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
11.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
12.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
13.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
14.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					
15.		11:30 a.m.-2:30 p.m.					
		3:30 p.m.-6:30 p.m.					

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Attachment D

SME Simulator/Showcar Reservation Form

- Unit(s) Requested: _____
- Simulator/Showcar Location(s):

Store Name	SIS #	Address	Date	Time	Store Contact	Phone #

* *Simulators and showcar should be scheduled for one location per day and no more than six hours per day.*

- POS Needs:

Ship to Location	# Showcar Announcement Pasters (each)	# Simulator Announcement Pasters (each)	# Showcar Announcement Ad Slicks (each)	# Simulator Announcement Ad Slicks (each)
_____				
_____				
_____	_____	_____	_____	_____

- RJR Contact: _____ Phone/VoiceMail: _____
- Please forward forms to:

Carissa Macellaio
Group III Promotions, Inc.
2000 N. Racine, Suite 2140
Chicago, IL 60614
Fax: 773/529-3460
Phone: 773/529-8500

PLEASE TYPE OR PRINT LEGIBLY.
MAKE ADDITIONAL COPIES AS NEEDED.

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Attachment E

SIMULATOR - TEAM C

AUGUST, 1997		REGION #
6 - 10	DETROIT, MI	6700
13 - 16	DETROIT, MI	6700
20 - 24	MYRTLE BEACH, SC	2100
27 - 30	MYRTLE BEACH, SC	2100
SEPTEMBER, 1997		
3 - 7	NEW JERSEY	1200
10 - 13	NEW JERSEY	1200
17 - 21	RALEIGH, NC	2100
24 - 28	RALEIGH, NC	2100
OCTOBER, 1997		
1 - 5	ATLANTA, GA	2200
8 - 11	ATLANTA, GA	2200
16 - 19	SAN ANTONIO, TX	5800
22 - 24	SAN ANTONIO, TX	5800
30 - 31	LOS ANGELES, CA	5400
NOVEMBER, 1997		
1 - 2	LOS ANGELES, CA	5400
5 - 8	LOS ANGELES, CA	5400
12 - 16	LAS VEGAS, NV	5100
29 - 30	NEW JERSEY	1200
DECEMBER, 1997		
3 - 7	NEW JERSEY	1200

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Attachment E

SHOWCAR - TEAM C

AUGUST, 1997		REGION #
6 - 10	DETROIT, MI	6700
13 - 16	DETROIT, MI	6700
20 - 24	MYRTLE BEACH, SC	2100
27 - 30	MYRTLE BEACH, SC	2100
SEPTEMBER, 1997		
3 - 7	NEW JERSEY	1200
10 - 12	NEW JERSEY	1200
18 - 21	RALEIGH, NC	2100
24 - 26	RALEIGH, NC	2100
OCTOBER, 1997		
1 - 5	ATLANTA, GA	2200
8 - 10	ATLANTA, GA	2200
17 - 19	SAN ANTONIO, TX	5800
22 - 24	SAN ANTONIO, TX	5800
30 - 31	LOS ANGELES, CA	5400
NOVEMBER, 1997		
1 - 2	LOS ANGELES, CA	5400
5 - 8	LOS ANGELES, CA	5400
12 - 16	LAS VEGAS, NV	5100
29 - 30	NEW JERSEY	1200
DECEMBER, 1997		
3 - 7	NEW JERSEY	1200

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Attachment E

SIMULATOR - TEAM B

JULY, 1997		REGION #
30 - 31	CHICAGO, IL	6200
AUGUST, 1997		
1 - 3	CHICAGO, IL	6200
6 - 10	CHICAGO, IL	6200
13 - 17	NASHVILLE, TN	6900
20 - 24	NASHVILLE, TN	6900
27 - 31	RICHMOND, VA	2900
SEPTEMBER, 1997		
3 - 7	RICHMOND, VA	2900
10 - 14	PHILADELPHIA, PA	1300
17 - 20	PHILADELPHIA, PA	1300
24 - 28	CHARLOTTE, NC	2100
OCTOBER, 1997		
1 - 4	CHARLOTTE, NC	2100
8 - 12	DALLAS, TX	2600
15 - 17	DALLAS, TX	2600
22 - 26	PHOENIX, AZ	5800
29 - 31	PHOENIX, AZ	5800
NOVEMBER, 1997		
1	PHOENIX, AZ	5800
5 - 9	SAN FRANCISCO, CA	5100
12 - 13	SAN FRANCISCO, CA	5100
19 - 23	ST. LOUIS, MO	6900

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Attachment E

SHOWCAR - TEAM B

JULY, 1997		REGION #
30 - 31	CHICAGO, IL	6200
AUGUST, 1997		
1 - 3	CHICAGO, IL	6200
6 - 7	CHICAGO, IL	6200
14 - 17	NASHVILLE, TN	6900
20 - 22	NASHVILLE, TN	6900
27 - 31	RICHMOND, VA	2900
SEPTEMBER, 1997		
3 - 6	RICHMOND, VA	2900
10 - 14	PHILADELPHIA, PA	1300
17 - 19	PHILADELPHIA, PA	1300
24 - 28	CHARLOTTE, NC	2100
OCTOBER, 1997		
1 - 4	CHARLOTTE, NC	2100
9 - 12	DALLAS, TX	2600
15 - 17	DALLAS, TX	2600
22 - 26	PHOENIX, AZ	5800
29 - 31	PHOENIX, AZ	.5800
NOVEMBER, 1997		
1	PHOENIX, AZ	5800
6 - 9	SAN FRANCISCO, CA	5100
12 - 13	SAN FRANCISCO, CA	5100
19 - 23	ST. LOUIS, MO	6900

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To: Macleod, Stephen
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 7/23/97 8:37
Opened: 7/23/97 8:37
Subject: FWRD: FSC-119-B WINSTON Cup Road Show/R

forwarding the following as information only - does not need to be distributed thru Region.....

========== <Forwarded Letter> ==========
From: Davis, Carla C.
To: 1610
Subject: FSC-119-B WINSTON Cup Road Show/Retail
Posted: 07/22/97 20:45
Priority: Normal Priority

[[FSC119B.DOC : 3878 in FSC119B.DOC]]

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